

- 1 1. (CURRENTLY AMENDED) A computer-based method for customizing print
2 media, comprising:
3 accessing a plurality of content objects from a content network,
4 wherein an affinity between a first content object of the plurality of content
5 objects and a second content object of the plurality of content objects is
6 generated automatically by a computer-based system based, at least in part,
7 on computer-based usage patterns;
8 profiling a plurality of print media customers to obtain preferences for
9 the plurality of content objects;
10 generating a preference cluster comprising a subset of the plurality of
11 print media customers; and
12 producing a print media instance for the print media customer, the
13 print media instance comprising content—that-is—consistent—with—the
14 preferences obtained a subset of the plurality of content objects that includes
15 the first content object and the second content object and that is optimized
16 among a plurality of produced print media instances in accordance with the
17 preferences obtained, the print media customer preference cluster, the
18 affinity between the first content object and the second content object, a
19 print media instance history, and a print media instance parameter.
- 1 2. (ORIGINAL) The method of claim 1, wherein the print media instance
2 further comprises layout that is consistent with the preferences obtained.
- 1 3. (ORIGINAL) The method of claim 1, further comprising:
2 obtaining a print history of the print media customer, wherein the print
3 history identifies previously published content in one or more print media
4 instances for the print media customer; and
5 controlling the frequency of previously published content in subsequent
6 print media instances.
- 1 4. (CANCELED) The method of claim 1, further comprising:
2 obtaining affinities among content in a content network; and
3 using the affinities to produce the print media instance.
- 1 5. (ORIGINAL) The method of claim 4, further comprising:
2 obtaining customer affinities among content and the print media
3 customer; and
4 using the customer affinities to produce the print media instance.
- 1 6. (ORIGINAL) The method of claim 1, wherein the print media is selected
2 from the group consisting of a magazine, a periodical, a newspaper, a
3 newsletter, a book, a poster, a presentation, a graphic, a chart, and a catalog.
- 1 7. (ORIGINAL) The method of claim 1, wherein the print media customer is
2 profiled using a survey.

- 1 8. (ORIGINAL) The method of claim 7, wherein the survey is conducted by a
2 direct, person-to-person interview.
- 1 9. (ORIGINAL) The method of claim 7, wherein the survey is conducted by
2 mail.
- 1 10. (CANCELED) The method of claim 4, wherein the affinities are obtained
2 electronically.
- 1 11. (CANCELED) The method of claim 4, wherein the affinities are obtained by
2 one or more computer systems.
- 1 12. (CANCELED) The method of claim 4, wherein the affinities are obtained by
2 one or more software applications.
- 1 13. (CANCELED) The method of claim 4, wherein the affinities are obtained by
2 one or more Internet sites.
- 1 14. (CANCELED) The method of claim 13, wherein the affinities are based
2 upon the usage patterns of one or more Internet sites.
- 1 15. (CANCELED) The method of claim 14, wherein the affinities are based
2 upon click streams of the print media customer.
- 1 16. (ORIGINAL) The method of claim 5, wherein the customer affinities are
2 based upon direct customer surveys.
- 1 17. (ORIGINAL) The method of claim 5, wherein the customer affinities are
2 based upon indirect assessments.
- 1 18. (ORIGINAL) The method of claim 17, wherein indirect assessments
2 include buying habits.
- 1 19. (ORIGINAL) The method of claim 17, wherein indirect assessments
2 include content usage patterns.
- 1 20. (CANCELED) The method of claim 1, wherein the print media instance is
2 assembled by manual methods.
- 1 21. (ORIGINAL) The method of claim 1, wherein the print media instance is
2 assembled by automatic means.
- 1 22. (ORIGINAL) The method of claim 1, wherein one or more computer
2 programs automatically assemble the print media instance.
- 1 23. (ORIGINAL) The method of claim 1, wherein the print media customer is
2 an organization.

- 1 24. (ORIGINAL) The method of claim 1, wherein the print media customer is
2 an individual.
- 1 25. (ORIGINAL) The method of claim 1, wherein the print media customer is
2 both an organization and an individual within the organization.
- 1 26. (ORIGINAL) The method of claim 1, further comprising:
2 customizing advertising content within the print media instance based
3 on the preferences obtained.
- 1 27. (ORIGINAL) The method of claim 26, further comprising:
2 customizing advertising layout within the print media instance.
- 1 28. (ORIGINAL) The method of claim 26, wherein advertising content within
2 the print media instance is customized for an organization.
- 1 29. (ORIGINAL) The method of claim 26, wherein advertising content within
2 the print media instance is customized for an individual.
- 1 30. (ORIGINAL) The method of claim 26, wherein advertising content within
2 the print media instance is customized for an organization and an individual
3 within an organization.
- 1 31. (CANCELED) The method of claim 13, wherein the print media instance
2 references associated Internet sites.
- 1 32. (CANCELED) The method of claim 13, wherein the print media instance
2 refers and indexes to specific content within associated Internet sites.
- 1 33. (CANCELED) The method of claim 13, wherein the print media instance
2 comprises specific combinations of content derived from associated Internet
3 sites.
- 1 34. (CURRENTLY AMENDED) The method of claim 4 1, wherein the content
2 network comprises a plurality of content interrelated by degree.
- 1 35. (ORIGINAL) The method of claim 1, further comprising:
2 formatting the content according to meta-information associated with
3 the content.
- 1 36. (ORIGINAL) The method of claim 35, wherein the formatting is derived
2 from the relationships between the plurality of content in the content
3 network.
- 1 37. (ORIGINAL) The method of claim 27, wherein the customization of
2 advertising layout within the print media instance is derived from the
3 relationships between the plurality of content in the content network.

- 1 38. (ORIGINAL) The method of claim 1, wherein the print media instance is
2 delivered electronically.
- 1 39. (ORIGINAL) The method of claim 1, further comprising:
2 generating customized print media subscriptions from Internet site
3 subscription information.
- 1 40. (CURRENTLY AMENDED) A system, comprising:
2 means for storing a content network, the content network comprising a
3 plurality of objects, each object storing information, wherein each object is
4 related to each other object by one or more relationship indicators wherein
5 the magnitude of the relationship indicators is derived, at least in part, from
6 computer-based usage patterns; and
7 means for executing a software program, wherein the software
8 program:
9 profiles a print media customer to obtain preferences for
10 content;
11 clusters print media customers according to content
12 preferences;
13 produces a print media instance for the print media customer,
14 wherein the print media instance comprises ~~content that is based on the~~
15 preferences a plurality of content objects that is a subset of the content
16 network and that is optimized among a plurality of produced print media
17 instances in accordance with the content preferences obtained, print media
18 preference clusters, the relationship indicators of the plurality of content
19 objects, a print media instance history, and a print media instance parameter.
- 1 41. (ORIGINAL) The system of claim 40, wherein the software program
2 further:
3 selects additional content from the content network based on
4 relationship indicators for the content; and
5 maintains content affinities comprising the content and additional
6 content for use in the print media instance.
- 1 42. (ORIGINAL) The system of claim 40, wherein the print media customer is
2 an individual and the preferences are obtained by conducting a manual
3 survey.
- 1 43. (ORIGINAL) The system of claim 40, wherein the print media customer is
2 an organization and the preferences are obtained by monitoring Internet use
3 by the organization.
- 1 44. (ORIGINAL) The system of claim 40, wherein the print media customer is
2 both an organization and an individual.
- 1 45. (ORIGINAL) The system of claim 40, wherein the print media instance
2 further comprises a layout that is based on the preferences.

- 1 46. (ORIGINAL) The system of claim 40, wherein the software program
2 further:
3 maintains a content history for the print media customer; and
4 controls the frequency of previously published content in subsequent
5 print media instances.
- 1 47. (ORIGINAL) The system of claim 43, wherein the organization is defined
2 according to geography.
- 1 48. (CURRENTLY AMENDED) An article comprising a computer-readable
2 medium storing instructions for enabling a processor-based system to:
3 store a content network, the content network comprising a plurality of
4 objects, each object storing information, wherein each object is related to
5 each other object by one or more relationship indicators wherein the
6 magnitude of the relationship indicators is derived, at least in part, from
7 computer-based usage patterns;
8 profile a print media customer to obtain preferences for content;
9 cluster print media customers according to content preferences; and
10 produce a print media instance for the print media customer, the print
11 media instance comprising ~~content that is consistent with the preferences~~
12 ~~obtained a plurality of content objects that is a subset of the content network~~
13 and that is optimized among a plurality of produced print media instances in
14 accordance with the content preferences obtained, print media preference
15 clusters, the relationship indicators of the plurality of content objects, a print
16 media instance history, and a print media instance parameter.
- 1 49. (ORIGINAL) The article of claim 48, further storing instructions for
2 enabling a processor-based system to:
3 obtain a print history of the print media customer, wherein the print
4 history identifies previously published content in one or more print media
5 instances for the print media customer; and
6 control the frequency of previously published content in subsequent
7 print media instances.
- 1 50. (CANCELED) The article of claim 49, further storing instructions for
2 enabling a processor-based system to:
3 obtain affinities among content in a content network; and
4 use the affinities to produce the print media instance.

1 51. (CANCELED) The article of claim 50, further storing instructions for enabling
2 a processor-based system to:
3 obtain customer affinities among content and the print media customer;
4 and
5 use the customer affinities to produce the print media instance
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